



From Cash Flow to Inventory

# How to Prep Your Store for a Killer Prime Day





Want to uplevel your Amazon Prime Day results in 2022? Learn how to master your cash, inventory and everything in between to come out on top.

Close your eyes for a moment and imagine pulling in **\$11.19 billion** in two just days. Mind-blowing, right?

That's exactly what Amazon did in 2021 during its two-day mega sale, Amazon Prime Day.

But here's the kicker. Amazon didn't hit these huge sales alone. Its stellar results were backed by growing ecommerce businesses like yours, who also walked away pockets full.

In fact, Amazon sellers raked in a record-breaking **\$3.5 billion during 2020's Amazon Prime Day**. And the great news is, there's still more success to be had.

If you're eager to take your Prime Day game to the next level, you're in the right place. In this ebook, we'll unveil our top strategies and tactics to make this Prime Day your best yet.

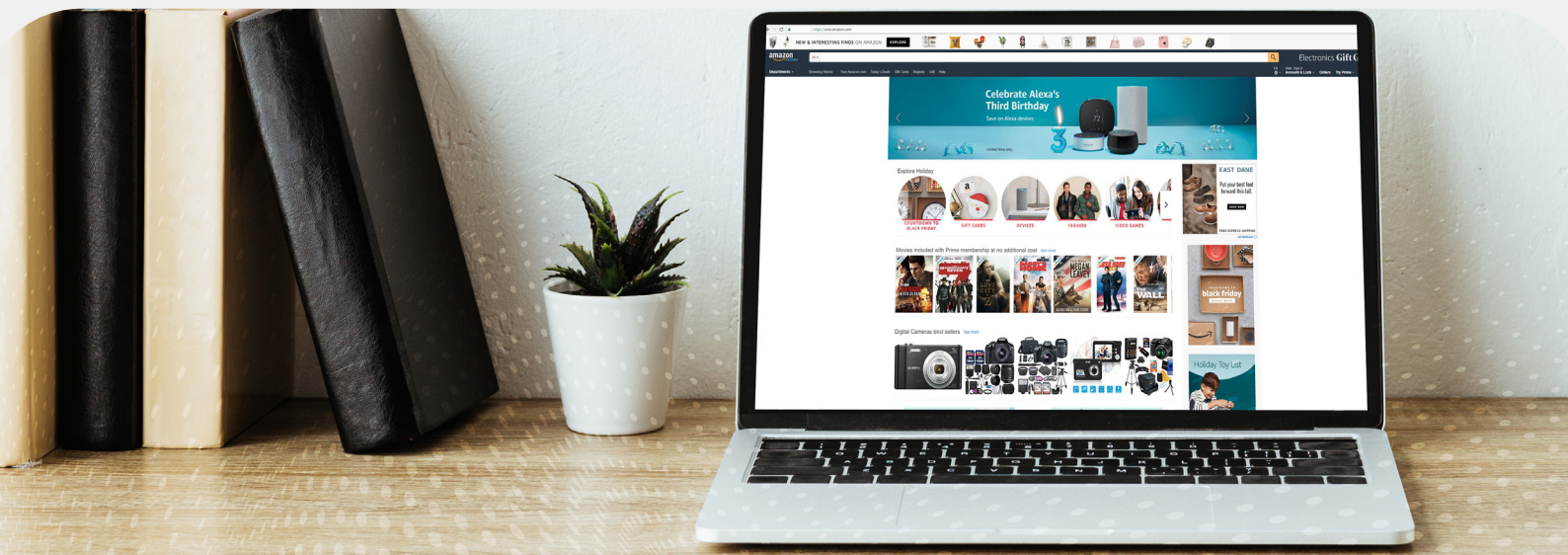


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Prime Day is nearly here.

**Get ready to win with SellersFunding.**



## Is Prime Day still worth it?

First, let's address the elephant in the room. While there are increased sales opportunities with Prime Day, the event is far from perfect. Rumor has it Prime Day 2022 will take place between July 18 -19. Let's explore some of the lesser-known pros and cons so you can decide how (and if) you'll participate.

### What's to ❤️ about Amazon Prime Day

- **Build trust with customers:** Prime Day's benefits go deeper than just more eyeballs on products. You can tap into the Prime Day buzz to boost your brand's standing in the market.
- **Win new customers:** The extra traffic on Amazon during Prime Day can make your brand more discoverable. The more people you add to your customer list during the event, the more opportunities you'll have later down the line for repeat orders and returning customers.
- **Boost multichannel sales:** The "halo effect" caused by Amazon Prime Day means extra traffic and sales across all channels, allowing you to boost your store's takings beyond those secured on Amazon.

### What's not to ❤️ about Amazon Prime Day

- **It takes time and effort to win:** Not only do you need great products and promotions, you'll also have to monitor ad costs closely to ensure your margins make sense. Plus, the big brands are known to be the primary winners on Prime Day. You'll have to keep an eye on what they're offering to make sure you can compete.
- **Ad costs are steep:** If you want to be seen on Prime Day, you're going to need to spend some serious coin on advertising. Ad costs for Amazon Prime Day are steadily rising, making it more and more expensive to participate.
- **Some customers are skeptical:** Unfortunately, deceptive tactics and fake deals have led some customers to view days like Prime Day and **Black Friday** as an opportunity for retailers to fill their pockets, rather than add value to shoppers. You'll need to do an excellent job of highlighting what customers are gaining from your products in order to convince them to buy.



# Heads up! Prepping for Prime Day challenges and opportunities

Amazon Prime Day presents a mix of challenges and opportunities. If you can get your brand ready in time, you can increase your odds of winning. Here's what you can expect when prepping for Prime Day.

## The Challenges

- **Rocky supply chain and inventory:** Recent shipping and manufacturing disruptions have had a major impact on inventory. You'll need to be ultra organized to offset delays and secure inventory early.
- **Looming stockouts:** Even with demand forecasting tools in your arsenal, understanding which products will be a hit can be tough. Market outliers like seasonality, a viral marketing campaign and of course, the Covid-19 pandemic can impact your store's inventory requirements.
- **Paid ads guessing game:** Ad budgets are precious, especially during key events like Prime Day. It can be challenging to create an ads strategy that brings in the revenue without taking a big bite out of your profits.
- **Stiff competition:** Big retailers charge into Prime full steam ahead. With their limitless budgets and large order volumes, they can offer customers enticing deals budding stores may struggle to compete with. Pinpointing alternative ways to stand out and make money can be a challenge.
- **Tight cashflow:** Not only will you have to cater to existing cash demands in your business, you'll also need to fund extra stock, shipping, and warehouse space just for Prime Day — all of which can quickly add up.





## The Opportunities

- **Big boost in brand visibility:** Building relationships with potential and existing customers before Prime Day is an underrated opportunity for ecommerce businesses. With the right marketing, you can reduce your reliance on paid ads, boost orders, and increase average order value.
- **Test new niches and products:** Prime Day offers a great opportunity to spruce up your product portfolio. Whether you add more product lines, tweak existing products or experiment in related niches, this major shopping event can be a great time to test consumer demand.
- **Act on new buying patterns:** Notice a shift in your customers' buying habits? Use this information to create offers your target customers can't wait to snap up. For example, your data may reveal some shoppers like to purchase your items in bulk or buy in consistent intervals. You can use these gems to create bundles and subscriptions that mimic that behavior.
- **Collect deeper data insights:** Use the wealth of data gathered from an influx of Prime Day shoppers to uncover which products are doing well, slowing down, or fluctuating. From here, you can optimize future events and campaigns to boost conversions.



# Rainmaker Tactics

## How to prep for a stellar Amazon Prime Day

During your Prime Day research, you'll come across a ton of exciting ideas to pull shoppers into your store. But you'll also need to be careful not to spread your resources too thin. Focus your efforts in three crucial areas to make sure you're taking a balanced approach.

### Manage inventory like a pro

Whether it's Prime Day or any other day, Amazon takes stockouts very seriously. If you go out of stock, its algorithms can hide your listings and knock your rankings, creating a huge opportunity cost. The solution?

Start your inventory prep early to make sure you have the quantities you need.

- **Predict order quantities in advance:** Avoid manual tools when predicting stock requirements. If you have the budget for a more sophisticated tool like Flieber or SoStocked, you can instantly improve your demand predictions.
- **Sync your supply chain:** If you use multiple tools to manage your supply chain, it's time to bring them all together. For best results, onboard a supply chain solution that integrates your forecasts and supplier data to give you full visibility of the supply chain.
- **Disperse your stock:** To reduce your risk and improve your proximity to Amazon's warehouses and customers, consider positioning your inventory in key locations. Use a 3PL or warehousing company to ensure you can keep the right inventory in the right locations.
- **Order additional units:** You never know what can happen with a product's performance so it's critical to stay ready. Establish an inventory buffer. Your emergency stock should take into account maximum daily order volumes for each item and should cover the time it would take you to get back in stock, plus a week or two in case of delays.



## Sharpen your marketing and advertising

The next task on your Prime Day prep list is to uplevel your marketing initiatives. Your goal should be to make shoppers so excited for your Prime Day promos, they are literally counting down for your deals to drop. Take the following steps to uplevel your marketing ahead of the big event.



### Optimize your product listings

Take time to address your product listings a few months before Prime Day so you can make adjustments in the run-up to the big event. Here are the areas to focus on:

- **Product copy:** Create benefit-driven product descriptions, including your top keywords.
- **Photos:** Upload a mix of infographics and clear lifestyle product shots to communicate your product's value.
- **Video:** Give shoppers a real-life view of your product via video content that demonstrates the best way to use the item.
- **Keywords:** Find longtail keywords that closely describe your products. Place the keywords in your backend keyword box as well as your product description and headline.

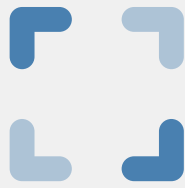


### Sharpen your ads

Poorly optimized ad campaigns leak money fast. Take time to make sure your ads are fully optimized and don't be afraid to pull ads that aren't working and call in help from the experts to cut wasted ad spend.







## Expand traffic sources

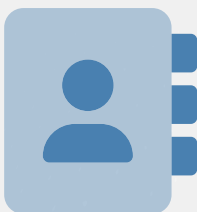
Test drive traffic to your Amazon listing from other ad platforms. Amazon's latest algorithm prioritizes listings that have external traffic so experiment with traffic from platforms like Facebook, Instagram, and Pinterest.



## Invest in email marketing

Email marketing is one of the best ways to get customers engaged and ready to buy on Prime Day. In 2021, **11.3% of brands** attracted customers via email, the highest rate compared to organic, direct, social media, and affiliate traffic.

- Use email to attract new shoppers into your sales funnel.
- Nurture existing relationships with sneak peeks on Prime Day deals.
- Make emails for different personas and segment your subscriber lists.
- Research winning offers from previous years and create your own version.
- Use guest blogging, influencer collaborations, and freebies to increase your email subscriber count.



## Raise your social media game

As Amazon Prime Day approaches, you can turn to social media to draw even more attention to your store. Some ways to use social media to hype up your Prime Day offers are to:

- **Work with influencers** to educate shoppers on how your products can help them.
- Host Q&A sessions with experts your target customers know, like, and trust.
- Share reviews and testimonials to build credibility.
- Drop fun behind-the-scenes reels and user-generated content.
- Interact with your audience through polls and comments.

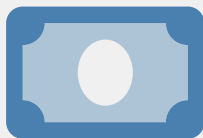
## Bulletproof your cash flow

Cash flow can not only make or break your Amazon Prime Day, it can directly impact your results during the event. It's essential to take a multipronged approach to reinforce your cash flow, and the earlier you start the better.



### Pay down debts:

Set aside some profits each month to clear outstanding balances. Clearing debts will give you more financial freedom as you won't have to worry about big bills on top of your existing operating costs and Prime Day expenses.



### Establish emergency savings:

Start putting away a portion of your profits each month. If possible, 6-12 months of operating expenses is a great starting point. This financial cushion may come in handy in case you run over budget or lose access to ecommerce funding.



### Diversify your income streams:

Look for ways to expand your existing income and **diversify your sales channels**. As these income streams mature your store will become more financially free and better able to fund key events like Amazon Prime Day from its profits.



### Secure flexible ecommerce funding:

Your bills will spike as you get deeper into your Amazon Prime Day prep. So don't wait for the cash to get tight. Secure flexible funding to cover your business if any unexpected bills crop up.

At SellersFunding, we provide two core types of external capital solutions for ecommerce sellers:



- **Daily Advance:** The Daily Advances allows you to release up to 90% of the previous day's net sales and negotiate repayments up to 2-6 months later. Repayments are based on how much revenue you make each month, not fixed amounts.



- **Credit limit:** If you're looking for complete funding flexibility, a working capital credit limit could be just what you need. You can withdraw as many times as you need, and you'll only pay interest on the amount you use. Plus, you can use the capital for any task in your business, from buying stock to investing in technology. We can approve credit limits of up to \$5 million in 48 hours or less.

## Use Prime Day to your advantage

With stiff competition, global supply chain disruption, and rising ad costs, it's never been more important to lay a solid foundation for your Prime Day launches.

But with all the different strategies and tips out there, getting ready for big events like Prime Day can feel overwhelming. Stay focused on the three cornerstone areas of inventory management, marketing, and cash flow and you'll be able to position your store to win big.

And remember, start early to optimize your store, get busy marketing, and line up some funding to help make it all happen. Soon, you'll not only have a store fit to reign supreme on Amazon Prime Day but one that's built to pull in the big bucks, no matter the ecommerce event.

Ready to make Prime Day your next big sales day?

**[Learn How SellersFunding can help.](#)**





## About SellersFunding

Ecommerce is booming, and traditional banks and funding partners are still catching up. At SellersFunding, we're changing the way ecommerce sellers scale their business by providing them with fast, flexible funding options they can't find anywhere else. Reach out today to learn more about how we can help you scale.



Learn more about SellersFunding [here.](#)